

State of California
Department of Water Resources
State Water Resources Control Board
Department of Health Services

2002 RECYCLED WATER TASK FORCE
PUBLIC EDUCATION & OUTREACH WORKGROUP
MINUTES OF
4 September 2002 MEETING

Meeting Time and Location

10:00 a.m. to 1:00 p.m., September 4, 2002 Bonderson Building, 901 P Street, Room 201-A, 2nd Floor, Sacramento, California.

Attendance

Task Force Members

Kirk Bone*	Serrano Associates LLC
Dan Carlson	Utilities Department City of Santa Rosa
Herman C. Collins	Collins Strategic Group, Inc.
Ane Deister	El Dorado Irrigation District
Keith Israel	Monterey Regional Water Pollution Control Agency
Jonas Minton	Department of Water Resources
William T. VanWagoner	East Valley Water Recycling Project L. A. Depart. of Water and Power
Marguerite Young	California Clean Water Action

Workgroup Members

Suzanne Arena	San Francisco Public Utilities Commission
Fawzi Karajeh	Department of Water Resources Office of Water Use Efficiency
Nancy King	Department of Water Resources Office of Water Use Efficiency
Katie Shulte Joung	Governor's Office of Planning & Research
Marilyn Smith*	Irvine Ranch Water District

Others

Luana Kiger	Department of Water Resources Office of Water Use Efficiency
Richard Mills	State Water Resources Control Board
Yvette O'Keefe	Sonoma County Water Agency
H. Eric Schockman*	University of Southern California
Adeline Yoong*	Water Replenishment District of Southern California
Valerie Young	CH ₂ MHill

*Present via telephone.

Summary of Proceedings

Herman Collins, Co-chair of the Public Education and Outreach Workgroup for the Task Force, welcomed the participants to the meeting. After a brief introduction by those present at the meeting and by teleconference call, the workgroup started on current business.

A. Meeting Minutes

The minutes of 16 July 2002 meeting were approved. The minutes of 22 August 2002 meeting had an incorrect date and the wrong announcement attached. Since staff had already fixed the errors, the corrected version was distributed to those present. The content was accepted and the minutes were approved.

B. White Paper

Public participation is being examined throughout this nation. All agree that public participation is important and needs to be part of the decision making process. What we need to address is how to make it a reality at the local level. Herman Collins requested that the lead individuals prepare a one to two page summary of the circulated literature that pertains to their topic. Thus, he suggested that the white paper be more of an executive summary of the topics that are relevant to the charge of this workgroup. Recommendations and funding strategies should also be attached to the summary.

White Paper Approach

The workgroup discussed at length the development of the white paper. Some comments focused on how to get started:

- Start with recommendations, then create executive summary, or vice versa.
- Determine who is our audience: planners, utility employees, legislators, general public...

The group mentioned several ways to organize the presentation of the material:

- Literature contains recurring key themes: honesty, trust, knowing target audience, saying things in the correct sequence, and including the right people: those with concerns, and those implementing the project. We should identify the top three to five things that we all agree are issues we need to address.
- Literature lacks information pertaining to practical approach for a planning department of a public utility. Take the perspective of planners. Using their specific experiences, start with the core themes then build the model.
 1. Recycled water project procedures
 2. Utility company procedures
 3. Local land use/planning agency procedures
- Determine the role of the State, and translate it into legislation. Determine how to fill up the public information vacuums. For instance, if the State role is to promote education, and State funding is provided for a project, then an allocation for public outreach and education programs should be included.
- Categorize by the two types of recycled water projects:
 1. Recycled water as a stand alone project
 2. Recycled water as a component of another project
- Categorize by types of concerns:
 1. Water supply – pertains to the growth issue,
 2. Water quality – pertains to the public health and vegetation health
 3. Economics – How much is it going to cost?
 4. General Opposition – Recycled water should be an option of last resort

The comments contained the theme of choice in the recycled water decision.

- Realize that different groups are at various levels of the learning, need, and anxiety curves. Each community works within their own time frame.
- Create a sharing dialogue, listening as much as talking, to learn about a communities concerns and issues. In that way, we will all be better able to come up with a set of facts, procedures, and techniques to address those barriers.

- Take the approach to inform the public, not sell the public on recycled water. For instance, if a community is considering recycled water, provide questions to ask and procedures or steps to take. Basically, provide guidelines on what generally works. Inform the public so that they can make an informed choice for their situation. For instance, we should provide information on the technology of recycled water, and the choice of safety features, which can be implemented to protect the public.
- Look at local supply and plan how recycled water can play into the local supply as a backup plan. Because projects are region specific, the regional planners need to appraise their water assets. The planners and their constituents can discuss the region's self-sufficiency in terms of water during droughts. Then, the planners can evaluate how recycled water plays into their system. This plan can then be used as a marketing tool.
- Generally, communities are not interested in recycled water until there is no other alternative and it is at their tap. They will not consider it for many reasons, i.e., growth. They can choose to specify that it is neither for additional growth nor for conservation, but rather to preserve water reliability for the existing population.

There is a need to delineate and quantify what is required for public outreach

- How is public participation integrated into National Environmental Policy Act of 1969 (NEPA) and California Environmental Quality Act (CEQA)? A concerted public outreach process is needed. NEPA and CEQA procedures are not adequate, only 100 stakeholders involved. WateReuse has informational materials, which describe what is required for CEQA. We need to specify what CEQA requires, what CEQA does not identify, make recommendations to enhance the public participation process, and specify what a project would need to do to receive grant funding.

Education

The comments for education centered on the requirement that we are not to sell or persuade the public to use recycled water, but rather to provide the necessary tools to grant various entities the background to deal with recycled water projects. The tools, appropriate questions to ask of all water projects, should level the playing field for all water sources: groundwater, surface water, desalination, and reclamation. The tools should include the advantages and disadvantages of each source in terms of planning, reliability, and safety, because risk exists in every single source of water, even mountain spring water composed of glacial melt. The tools should include questions about safety features incorporated into recycled water projects.

For State sponsored media campaigns, the focus should not be on recycled water, but on all water; i.e., water is a renewable resource, and there is no new water. Some suggested answering, rather than ignoring, the "toilet-to-tap" line. These campaigns could be in the form of one or two line jingles. The specifics will be left to marketing specialists and not for this group to decide.

Other educational programs could be incorporated into the school system, starting with kindergarten up to the university level. People need to have information on the complete water cycle. The public has a misperception that water is pure, and recycled water is a fall from grace. We need programs to teach that all water is recycled. Recycled water projects have time as a safety feature, water stored for 5 years before distribution, but stream flow, which contains recycled water, is distributed in a rapid time scale.

An interesting point came up in dealing with recycled water. There are mixed messages about its quality. This arises out of the fact that there are different levels of treatment of recycled water: primary, secondary, tertiary, and advanced (reverse osmosis, etc.), which are all called recycled water. For years the public has received the message not to drink recycled water. Now the public is being told that recycled water is safe to drink. Perhaps the workgroup can recommend that the recycled water receiving advanced treatment can be given a different name.

Also, if the water is safe, why are additional treatments applied? The water, although "drinkable", is injected into aquifers or holding ponds for a specified period of time before distribution to the public. Why? If there is a safety reason for the delay, then the public should be given this information.

Advisory Panel

Fawzi stated that the Science workgroup came to an agreement that the Indirect Potable Reuse committee does not need to be reconvened. The current scientific studies, by following all the procedures on the books, display recycled water is safe to be used for the intended purposes. What is needed is an advisory panel to advise how to approach the

public, inform them of the information that we have to help us advance the safe use of recycled water. The Public Education and Outreach Workgroup needs to decide, from the recommendations from the other workgroups, whether we need such an advisory panel.

Direct Potable Reuse

It was noted that direct potable reuse came up as an alternative in areas where other options are not available, i.e., Singapore, space station. Therefore, reliability and alternatives drive the acceptance of the direct potable reuse. The opinion was expressed that direct potable reuse will not be accepted until there is no other alternative. Another member concurred with the comment, stating that is why the workgroup is not addressing direct potable reuse.

Some continued the topic saying that some communities are ready to use direct potable reuse water, and that we should address it. In that way, a community planning to use recycled water for drinking purposes can be prepared with the appropriate questions. The tools should be the same as for other water uses.

Agricultural Issues

Some members cautioned not to forget the agricultural component of recycled water. Public acceptance of recycled water for agriculture is never a sure thing. It requires constant education and acknowledgement.

One member noted that when using recycled water with landscape irrigation a progressive approach works. The project begins with irrigating medians and golf courses, then progresses to irrigating playgrounds and back yards.

C. Task Force Progress Report

Ane Deister will present a progress report to the Task Force on September 12, 2002. Fawzi is to provide a one to two page summary for her use.

D. Timeline for paper

16 July 2002	Meeting: assign issues for background development and discuss the material prepared by Herman Collins and other issues related to the workgroup charges.
16 August 2002	Circulate draft background papers on specific issues
04 September 2002	Meeting: discuss preliminary draft input papers
12 September 2002	Progress Report to the Task Force (Ane Deister)
27 September 2002	Submit redrafted issue papers to staff for drafting of white paper
08 October 2002	Circulate draft white paper
30 October 2002	Meeting: Herman and Jonas to discuss draft paper in San Francisco. Suzanne Arena is to help with the arrangements. All workgroup members are encouraged to attend this October 30, 2002 meeting.
19 November 2002	Present final draft white paper to the Task Force at the meeting in Anaheim. Group will take 20-30 minutes to present white paper for input and feedback.
26 November 2002	Staff to edit and circulate final white paper

Although lead individuals are formulating recommendations, other members should feel free and are encouraged to add to the recommendations. They should talk directly with the lead.

E. Power Conference

The POWER Conference will be held on October 10, 2002 7:00 to 8:20 A.M. in Los Angeles. Richard Katz has been informed of his speaking responsibility and will confirm on September 12, 2002.

F. WEFTEC Invitation

Bonnie Bailey, Project Management and Program Development in Public Outreach for the Water Environment Research Foundation (WERF), has invited five members of our workgroup to attend the WEFTEC Workshop on Successful Public Involvement in Chicago, Illinois, on Sunday, September 29, 2002 from 8:30 A.M. to 5:00 P.M. The workshop will consist of presentations and “breakout” sessions of the attendees where issues will be worked out. The meeting is part of a larger conference (20,000-30,000 people) given by WES. Bonnie can reserve up to 5 seats for us for the workshop. The registration fee is waived for all WERF subscribers. Any other interested parties involved with this TASK FORCE workgroup can contact either Nancy King (916-651-7200) or Bonnie Bailey (703-684-2470x7540) directly to make arrangements.

For more information on the workshop (#W122), refer to the following websites:

<http://www.weftec.org/>

<http://www.WERF.org>

G. Other

On September 27, 2002, leads are to submit redrafted issue papers to staff for drafting of white paper. The draft white paper will be circulated on October 8, 2002.

The next workgroup meeting will be held in Millbrae on October 30, 2002. Members will discuss draft paper. Suzanne Arena is to help with the arrangements. All workgroup members are encouraged to attend this important meeting.

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SPECIAL ANNOUNCEMENT

2002 RECYCLED WATER TASK FORCE

MEETING ANNOUNCEMENT FOR THE PUBLIC EDUCATION & OUTREACH WORKGROUP

**Wednesday, September 4, 2002, 10:00 A.M. to 1:00 P.M.
at the Bonderson Building
901 P Street, Room 201-A, 2nd Floor
Sacramento, CA 95814**

Background

The 2002 Recycled Water Task Force was established by Assembly Bill 331(Goldberg), passed by the Legislature and approved by Governor Davis on October 7, 2001 (Water Code Section 13578). The Task Force is a cooperative effort of the California Department of Water Resources, the State Water Resources Control Board, and the Department of Health Services. State Water Board Member Richard Katz is the Task Force Chair. The Task Force is charged with evaluating the current framework of State and local rules, regulations, ordinances, and permits to identify the opportunities, obstacles or disincentives to maximizing the safe use of recycled water. The recommendations of the Task Force must be reported to the Legislature by DWR before July 1, 2003.

To accomplish the Task Force mission, workgroups have been created to tackle specific issues. The workgroups will then present their findings in the form of white papers to the Task Force as a whole. The white papers will contain background information, analysis, and recommendations to assist the Task Force in its deliberations.

Public Education & Outreach Workgroup

The charge of the Public Education and Outreach Workgroup is to address issues related to public perception and acceptance, public education programs, and social equity in the distribution of recycled water. In addition, the workgroup will identify the entities that need to be aware of the Recycled Water Task Force and recommend ways and venues to reach such entities and make them involved in the issues relevant to the Task Force mission.

Meeting Location

The meeting is scheduled to take place on September 4, 2002 starting at 10:00 A.M. This meeting will have teleconference capability. It will be accessible to the public at the Bonderson Building, 901 P Street, Room 201-A, 2nd Floor, Sacramento California 95814.

Meeting Agenda

The Public Education and Outreach Workgroup will approve the minutes of the July 16, 2002 meeting, and discuss the progress made on the preliminary draft white paper components and the progress report to the Task Force on September 12, 2002. The workgroup will also discuss venues for the Task Force to reach out to various entities interested in water recycling and draft an agenda for October 10 Public

Discussion Session at the POWER Conference. The public will have opportunity to provide comments during the discussion.

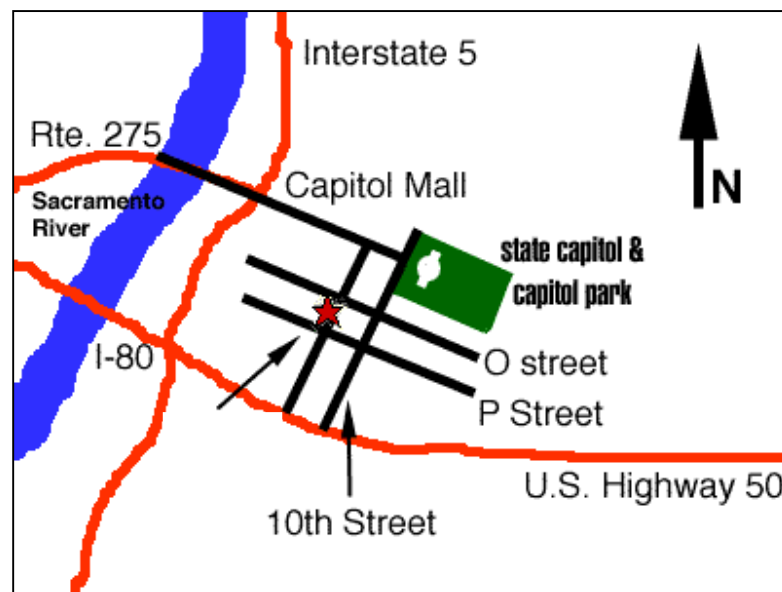
For More Information

Questions concerning the Task Force or the Public Education and Outreach Workgroup may be addressed to Mr. Fawzi Karajeh, Office of Water Use Efficiency, Department of Water Resources, P. O. Box 942836, Sacramento, California, or to fkarajeh@water.ca.gov.

Persons who want to receive notification of future meetings of the Task Force and have not already provided their contact information **must** send the information to Mr. Karajeh to be added to a notification list. For more information and future announcements visit DWR Web site at <http://wwwdwr.water.ca.gov/>.

If you need reasonable accommodation due to a disability, please contact Mr. Rich Mills, Office of Water Recycling, California State Water Resources Control Board at (916) 341-5739.

Directions to the Bonderson Building, 901 P Street, Sacramento, California 95814.



By Car

From Interstate 80 - Davis and San Francisco - heading East

Take the exit in West Sacramento marked "Capitol."
Go over I-80 and through West Sacramento (Hwy 275) to the Capitol Bridge.
Go over the Capitol Bridge and down the Capitol Mall heading toward the Capitol.
Turn right on Ninth Street and go three blocks.
Bonderson building is on "P" Street between "9th" and "10th" Streets.

From Interstate 80 - Roseville and Reno - heading West

Take Business 80 -- the Capitol City Freeway -- that splits off I-80 east of the downtown area.
Take "P" Street off ramp.
Take right on "P" Street and travel 20 blocks to corner of Ninth and P.
Bonderson building is on "P" Street between "9th" and "10th" streets.

From Interstate 5 - Woodland & Sacramento Airport - heading South

Take "J" Street off ramp on I-5.
Go about eight blocks on "J" Street and turn right on Ninth Street.

Go about five blocks, crossing light rail train tracks.
Bonderson building is on "P" Street between "9th" and "10th" streets.

From Interstate 5 - Stockton - heading North

Take the "Q" Street exit and merge onto "Q" Street.
Turn left onto 10th Street.
Turn left on "P" Street.
Bonderson building is on "P" Street between "9th" and "10th" streets.

From Highway 50 - Folsom and Tahoe - heading West

Exit at the 10th Street exit.
Turn right on 10th Street.
Turn left on "P" Street.
Bonderson building is on "P" Street between "9th" and "10th" streets.

From Highway 99 - Stockton - heading North

At the junction of Hwy 99, US-50, and I-80, take the US-50 W/CA-99/I-80-Business Route exit towards SAN FRANCISCO/REDDING.
Take Downtown/10th Street exit and merge onto W Street.
Turn right on 10th Street.
Turn left on "P" Street.
Bonderson building is on "P" Street between "9th" and "10th" streets.

Parking

Parking is available at meters on surrounding streets for 25-cents for 20 minutes, with a two-hour maximum. The two-hour limit is strictly enforced. One must move to another spot at the end of two hours; just putting in more money will not prevent you from getting a ticket. There are a limited number of 10-hour meters located along the streets. A public parking garage is located on 10th Street between "O" and "P" streets (entrance on 10th), though it usually fills up early in the day. Another garage is located at "10th" and "L" streets, with the entrance on "10th Street."

Mass Transit

Sacramento is accessible via various forms of mass transit.

Light Rail and Municipal Bus

Sacramento Regional Transit bus and Metro light rail system provides service to the Bonderson Building. Exit the Metro train at the Archives Plaza station at 11th and O Streets one block from the Bonderson Building. (916) 321-2877 or <http://www.sacrt.com>

Amtrak

Amtrak station is located at "I" and 5th streets. Taxis are available from there to the Bonderson building. Or it is a brisk 10-minute walk.
Walk south away from train station down 5th Street until Capitol Ave.
Turn (east) left on Capitol Ave.
Turn (south) right on Ninth Street.
Bonderson building is on "P" Street between "9th" and "10th" Streets.

Greyhound Bus

Greyhound Bus depot is located at 8th and "L" Streets, four blocks from the Bonderson building.
Walk east to Ninth Street.
Turn right on Ninth Street and walk three blocks to "P" Street.
Bonderson building is on "P" Street between "9th" and "10th" Streets.

Airlines

Most major airlines serve Sacramento via Sacramento International Airport, located 10 miles north of downtown on Interstate 5, a 20-minute drive from downtown Sacramento. There are several transportation options from the airport to the Bonderson building.

YoloBus has a bus route leaving the airport every hour from Terminal A and Terminal B at approximately 10 minutes after the hour from 7 a.m. to 10 p.m. You stand at the Public Transportation Bus Stop. The route number 42 takes approximately 20 minutes to get from the airport to 9th and "O" Street. This is in front of the Bonderson building. The return trip from 9th and K Street runs approximately 5 minutes after the hour and takes approximately 20 minutes to arrive at the airport. The cost is \$1.00! (800) 371-2877.

SuperShuttle Sacramento provides transportation to and or from the Sacramento Airport. Please provide them with a 24-hour notice to arrange for pick-up service from the Bonderson building to return to the airport. The cost is approximately \$10.00 one way. (800) 258-3826 or (800) BLUEVAN